

ORDER



KSNV

Orders	Order / Rev:	103544	Primary AE:	Amy McCreary
Alt Order #:	06829899	Sales Office:	BLPHI	
Product Desc:	HELLER FOR SENATE	Sales Region:	National	
Estimate:				
Flight Dates:	08/22/12 - 08/28/12			
Original Date / Rev:	06/26/12 / 08/27/12			
Order Type:	GENERAL			
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	3299 K St. NW Washington, DC 20007	Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	Heller, Dean for U.S. Senate <i>--Revised</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$23,500.00	\$19,975.00
08/27/12	08/28/12	18	\$13,600.00	\$11,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$23,500.00	\$19,975.00	0.00
September 2012	18	\$13,600.00	\$11,560.00	0.00
Totals	50	\$37,100.00	\$31,535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$400.001	0.00	NM	3	\$1,200.00	

NEWS

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
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Order / Rev: 103544
Alt Order #: 06829899
Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WaQM	5-6a		--WTF--	:30	3	\$400.00	1	0.00 NM		3 \$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/20/12 08/26/12 --WTF-- 3 \$400.00 0.00														
E 2	KSNV	08/27/12	08/28/12	M-F 5-6a WakeUp w/WaQM	5-6a		MT-----	:30	2	\$400.00	1	0.00 NM		2 \$800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12 09/02/12 MT----- 2 \$400.00 0.00														
E 3	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/WaQM	6-7a		M-----	:30	1	\$700.00	1	0.00 NM		1 \$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12 09/02/12 M----- 1 \$700.00 0.00														
E 4	KSNV	08/22/12	08/22/12	M-F 6-7a WakeUp w/WaQM	6-7a		--W----	:30	1	\$700.00	1	0.00 NM		1 \$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/20/12 08/26/12 --W---- 1 \$700.00 0.00														
E 5	KSNV	08/23/12	08/23/12	Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00 NM		1 \$1,400.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/20/12 08/26/12 ---T--- 1 \$1,400.00 0.00														
E 6	KSNV	08/28/12	08/28/12	Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.00	1	0.00 NM		1 \$1,400.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12 09/02/12 -T----- 1 \$1,400.00 0.00														
E 7	KSNV	08/28/12	08/28/12	M-F Today Show II 3rd IGM	9-10a		-T-----	:30	1	\$500.00	1	0.00 NM		1 \$500.00
TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12 09/02/12 -T----- 1 \$500.00 0.00														
E 8	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd IGM	9-10a		--W-F--	:30	2	\$500.00	1	0.00 NM		2 \$1,000.00
TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/20/12 08/26/12 --W-F-- 2 \$500.00 0.00														
E 9	KSNV	08/22/12	08/24/12	M-F Today Show III 4th IGM	10am-11am		--WTF--	:30	3	\$325.00	1	0.00 NM		3 \$975.00
TODAY III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/20/12 08/26/12 --WTF-- 3 \$325.00 0.00														
E 10	KSNV	08/27/12	08/28/12	M-F Today Show III 4th IGM	10am-11am		MT-----	:30	2	\$325.00	1	0.00 NM		2 \$650.00
TODAY III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12 09/02/12 MT----- 2 \$325.00 0.00														
E 11	KSNV	08/27/12	08/28/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00 NM		2 \$850.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12 09/02/12 MT----- 2 \$425.00 0.00														
E 12	KSNV	08/23/12	08/24/12	Noon News	CM	12-1230pm	---TF--	:30	2	\$425.00	1	0.00 NM		2 \$850.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/20/12 08/26/12 ---TF-- 2 \$425.00 0.00														
E 13	KSNV	08/22/12	08/24/12		CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00 NM		6 \$6,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 23	KSNV	08/25/12	08/26/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00											
NEWS																										
E 24	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00											
SUN TODAY																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/20/12	08/26/12	-----S	1	\$625.00	0.00																					
E 25	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00											
SPORTS NIGHT																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/20/12	08/26/12	-----S	1	\$400.00	0.00																					
N 26	KSNV	08/28/12	08/28/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p / SUN-T-----	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00											
WHEEL																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/27/12	09/02/12	-T-----	1	\$1,000.00	0.00																					
N 27	KSNV	08/28/12	08/28/12	Face to Face in PRIME Face to Face in PRIME	CM	8-11pm	-T-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00											
FACE																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/27/12	09/02/12	-T-----	1	\$800.00	0.00																					
Totals												50	\$37,100.00													